

Downtown Livability Initiative



Focus Groups
March 2013
City of Bellevue



Focus Groups

- **Help us Shape the Future of Downtown Bellevue!**

March 5, Architects & Planners

March 6, Property Owners & Developers

March 6, Brokers

March 7, Companies & Retailers

March 8, Former Downtown Plan Advisory Body

March 11, Institutions/Visionaries

March 12, Residents

NEW Tues. March 19, 4-6pm, Workers/Employees

Today's Agenda

- Presentation – 15 minutes
 - Review scope and project principles
 - Snapshot of demographics and forecasts
 - Overall timeline and public engagement opportunities
 - What to expect in Focus Group discussions
- General Questions – 5 minutes
- Focus Group Discussions – 100 minutes
 - Will help set the stage for the analysis that leads to options developed over the Spring and Summer

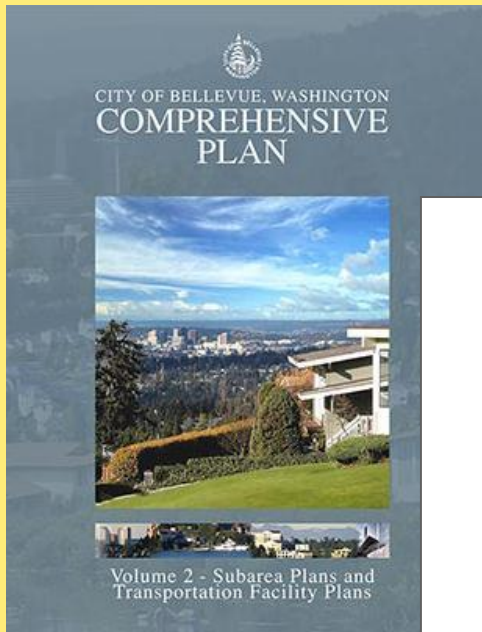
Project Overview

- Targeted review of regulations that guide Downtown development and land use activity
- Council priority to move this work forward
- Important to set the stage for future development; most extensive update since original 1981 Land Use Code
- **Objectives:**
 - Better achieve the vision for downtown as a vibrant, mixed-use center;
 - Enhance the pedestrian environment;
 - Improve the area as a residential setting;
 - Enhance the identity and character of downtown neighborhoods; and
 - Incorporate elements from Downtown Transportation Plan Update and East Link design work

Downtown Framework

- **Comprehensive Plan:**

Provides vision, goals, policies, and list of specific public projects



Downtown Subarea Plan

GOAL: The Great Place Strategy

To remain competitive in the next generation, Downtown Bellevue must be viable, livable, memorable, and accessible. It must become the symbolic as well as functional heart of the Eastside Region through the continued location of cultural, entertainment, residential, and regional uses located in distinct, mixed-use neighborhoods connected by a variety of unique public places and great public infrastructure.

OVERVIEW A Community's Vision

Between 2001 and 2003, the city worked with Bellevue residents and business interests to strengthen the community's vision for Downtown while focusing on planning issues that face a maturing urban center with many of the basic elements already in place. This second generation of planning addressed solutions for increased transportation demand as well as the character of future Downtown development over the next twenty years.



New dining, business and gathering places are helping to create a lively, vibrant Downtown.

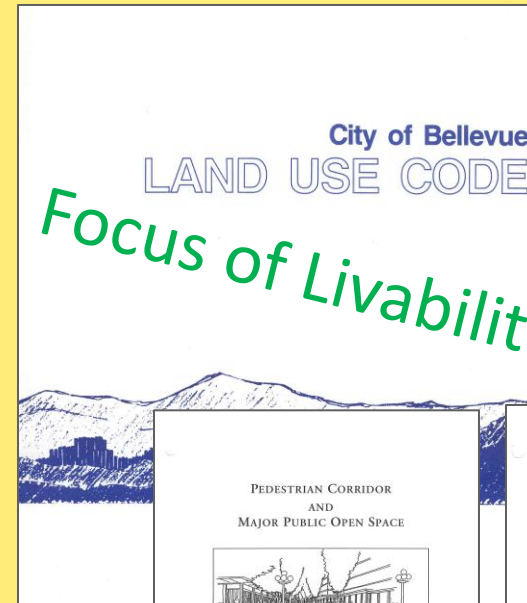
This document provides the policy framework and list of associated projects to support development of Downtown Bellevue as the primary urban center of the Eastside, consistent with countywide and regional plans. This Subarea Plan is implemented through regulations that guide the scale and character of new development, targeted public investments such as roadway, transit and pedestrian improvements, new parks and public buildings, as well as private-sector investments such as entertainment and cultural attractions that continue to further the vision for Downtown.

Downtown Subarea Plan

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- **Land Use Code:**

Provides regulation, guidelines, and standards for development



PEDESTRIAN CORRIDOR AND MAJOR PUBLIC OPEN SPACE

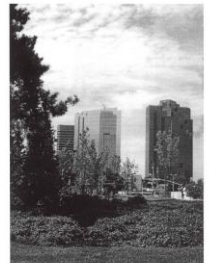


DESIGN GUIDELINES

CITY OF BELLEVUE, WASHINGTON



Design Guidelines Building/Sidewalk Relationships CENTRAL BUSINESS DISTRICT

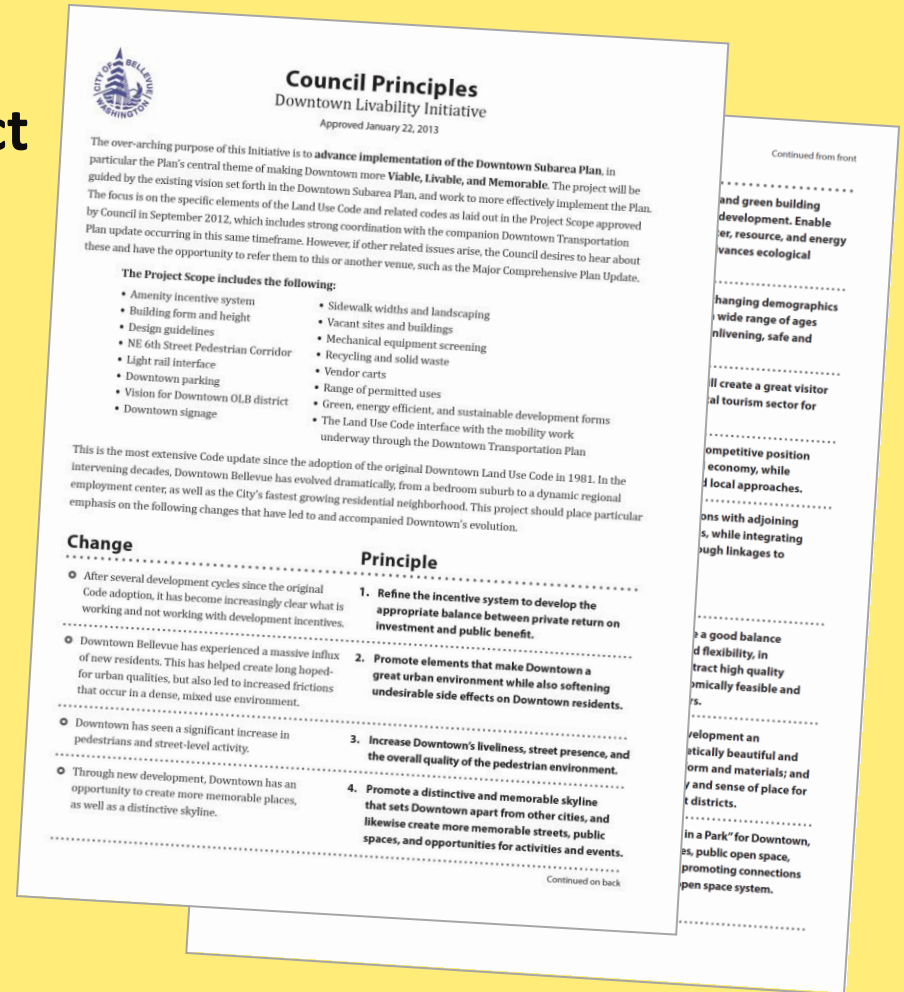


Transportation Plan Update

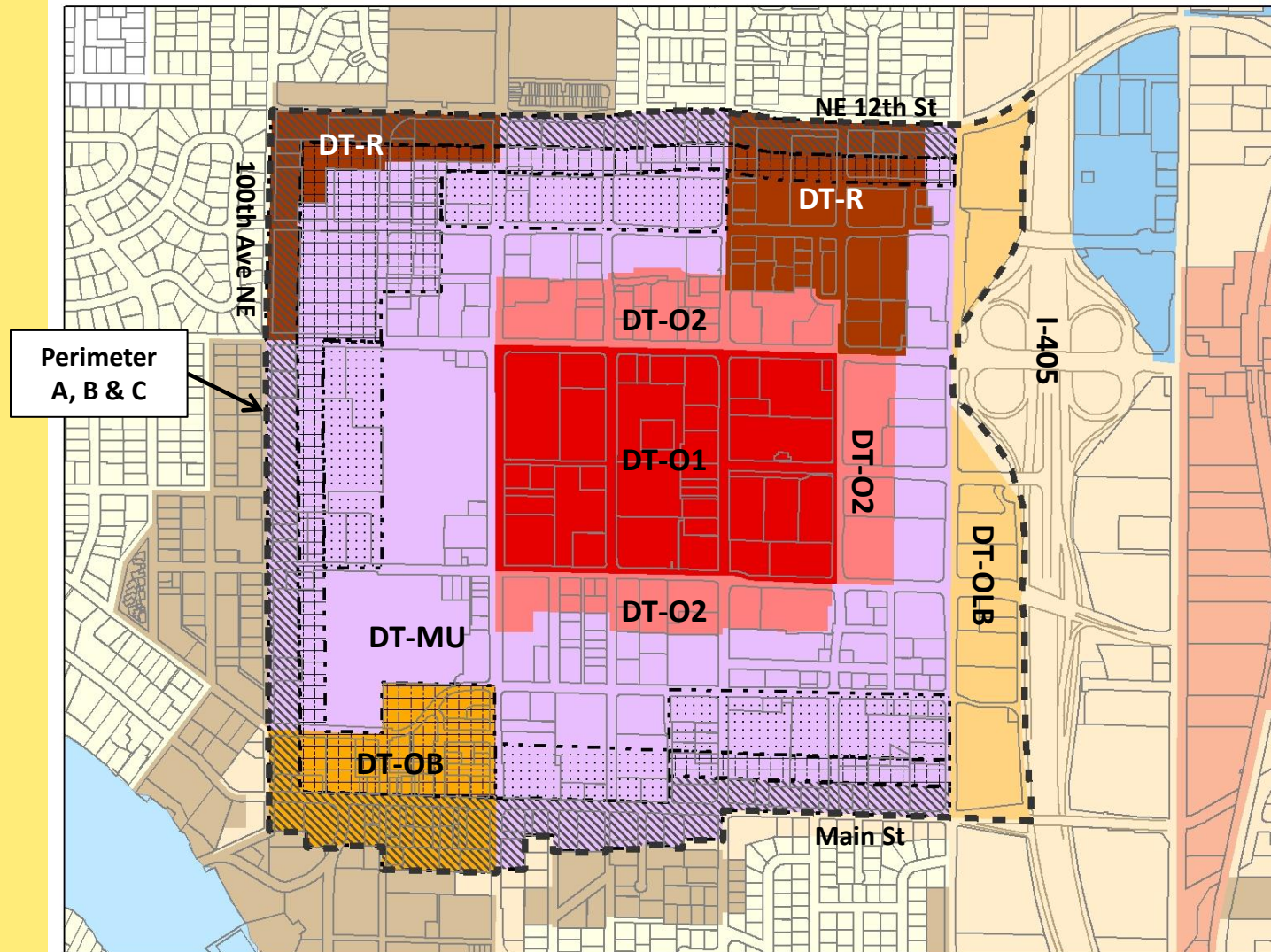
- Downtown Transportation Plan Update underway
www.bellevuewa.gov/downtown-transportation-plan-update.htm
 - Extends planning horizon to 2030
 - Non-motorized elements (sidewalks, bicycle facilities)
 - Transit integration
 - Roadway operation and functionality
 - Parking (on-street; public and private)
- Livability and Transportation Plan advancing together with high level of collaboration and “hand-offs” as appropriate



- Series of 12 principles approved by Council on 1/23
- Built upon *What's Changed*
- Will provide guidance as project moves forward

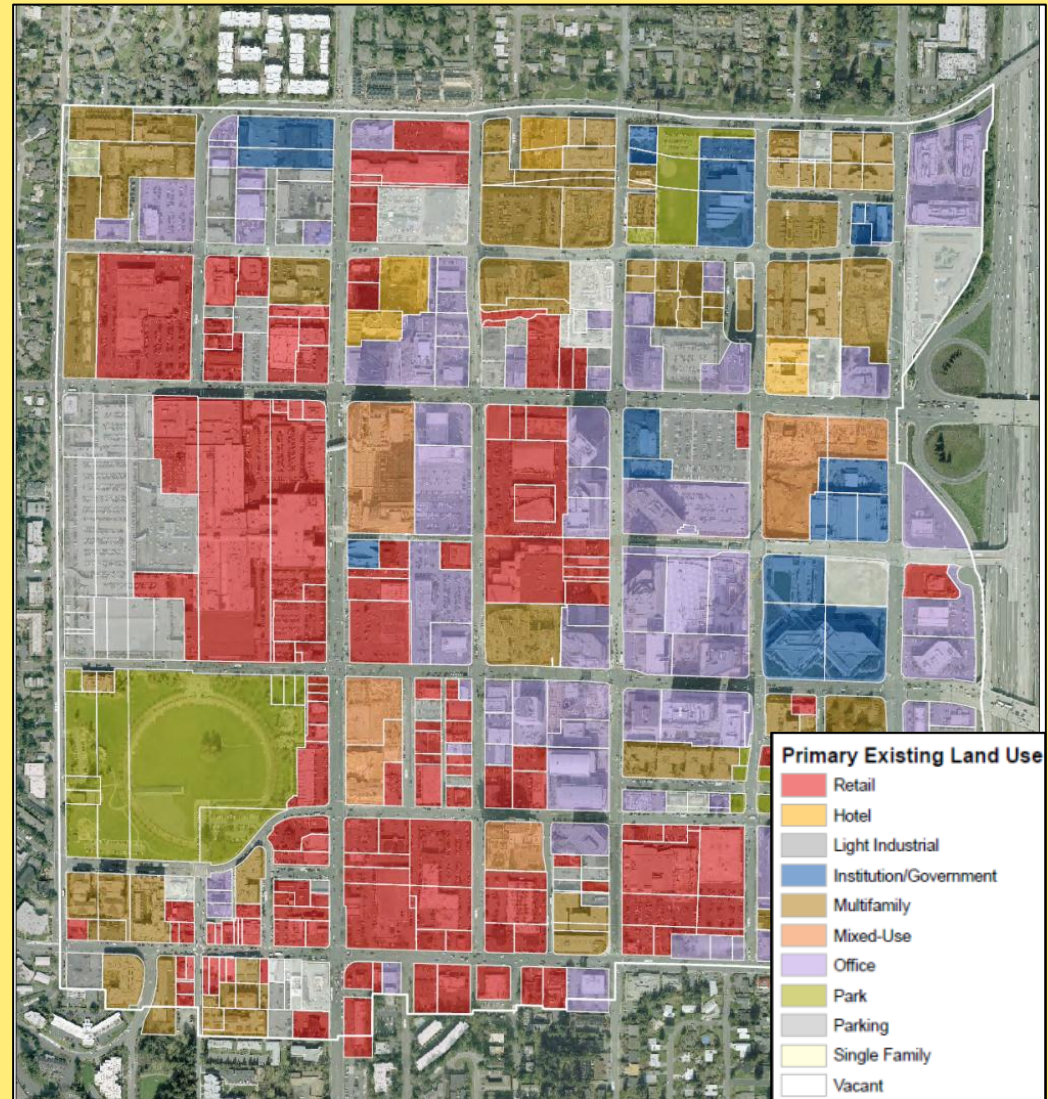


Downtown Bellevue Study Area



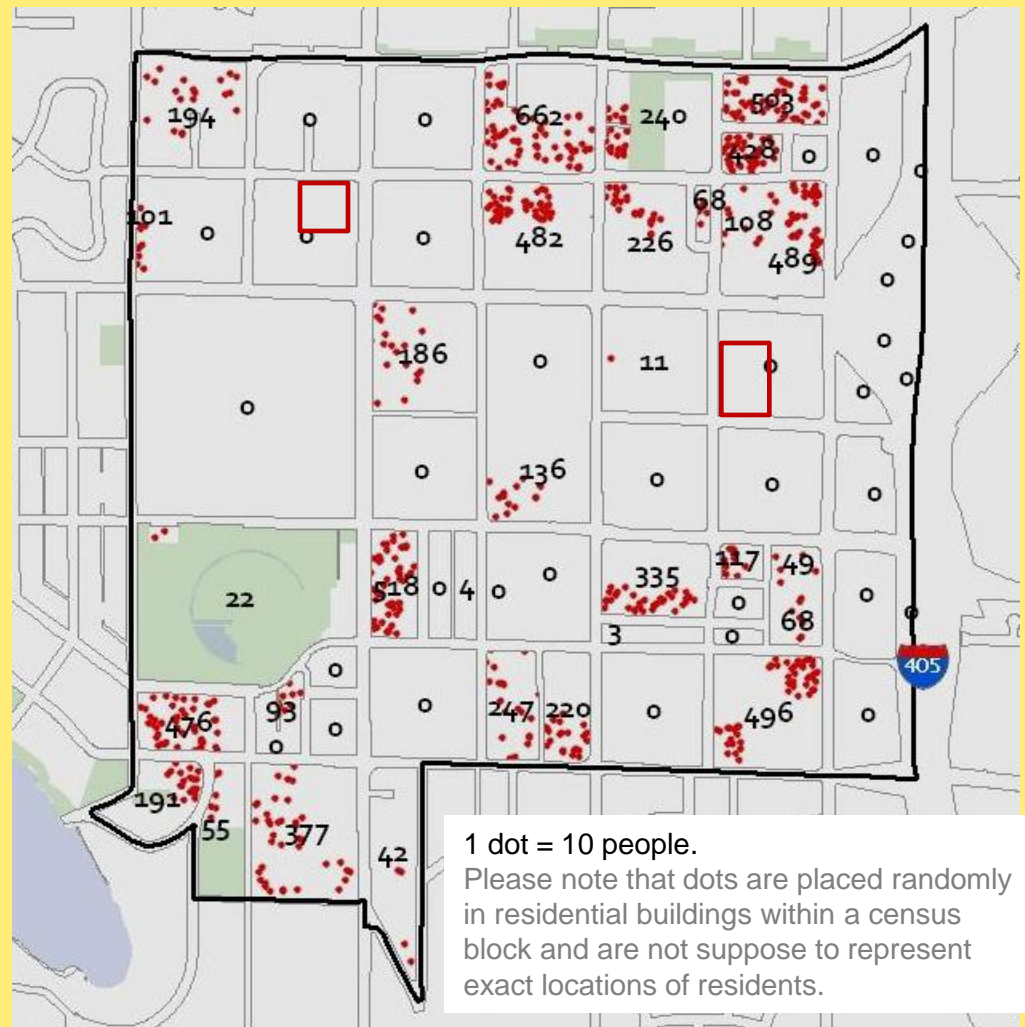
Existing Land Use

- Diverse mix of office, retail, residential, hotel, cultural and institutional uses
 - Large office concentration
 - Super-regional mall
 - Residential fastest growing sector in recent years
- Most all of Downtown is walkable from the Transit Center/108th area in 10 minutes or less
- Primarily redevelopment opportunities; very small number of vacant sites
- Virtually all new parking supply is structured/underground



Where People Live (2010 Census)

- 2010 Downtown population of 7,147; up from 2,421 in 2000
- Population over 10,000 today



Source: 2010 Census

Demographic Shifts

	Downtown 2000		Current Downtown	City as a Whole
Median age	57.3	↘	34.1	38.5
Percent of population are 65 or older	43.5%	↘	15.6%	13.9%
Percent with Bachelor's Degree or higher	45.3%	↗	66%	61%
Percent minority race or ethnicity	19.8%	↗	43.7%	40.8%
Speak language other than English at home	22.7%	↗	41%	36%
Foreign born	25%	↗	36%	33%

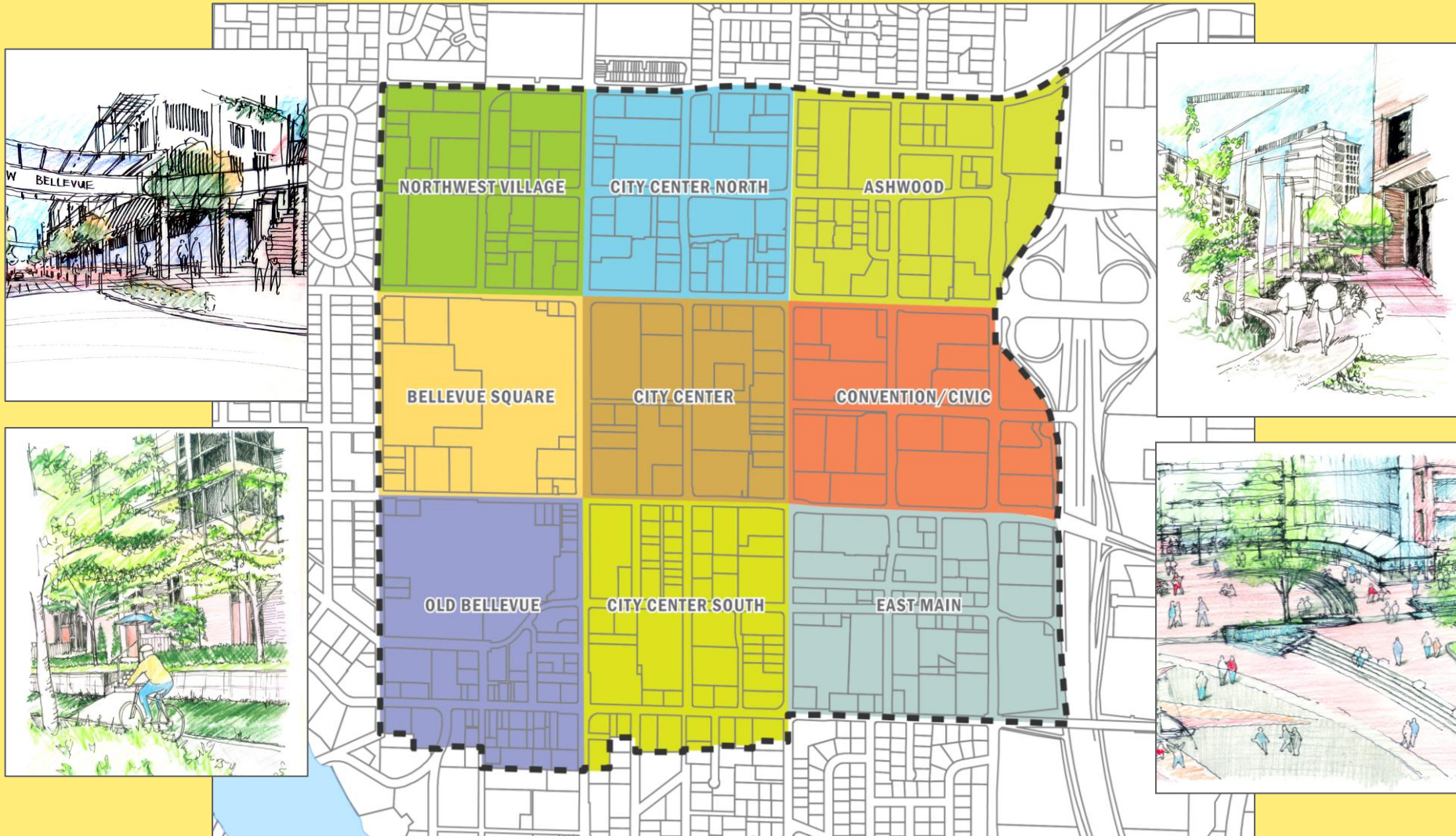
Forecast Growth



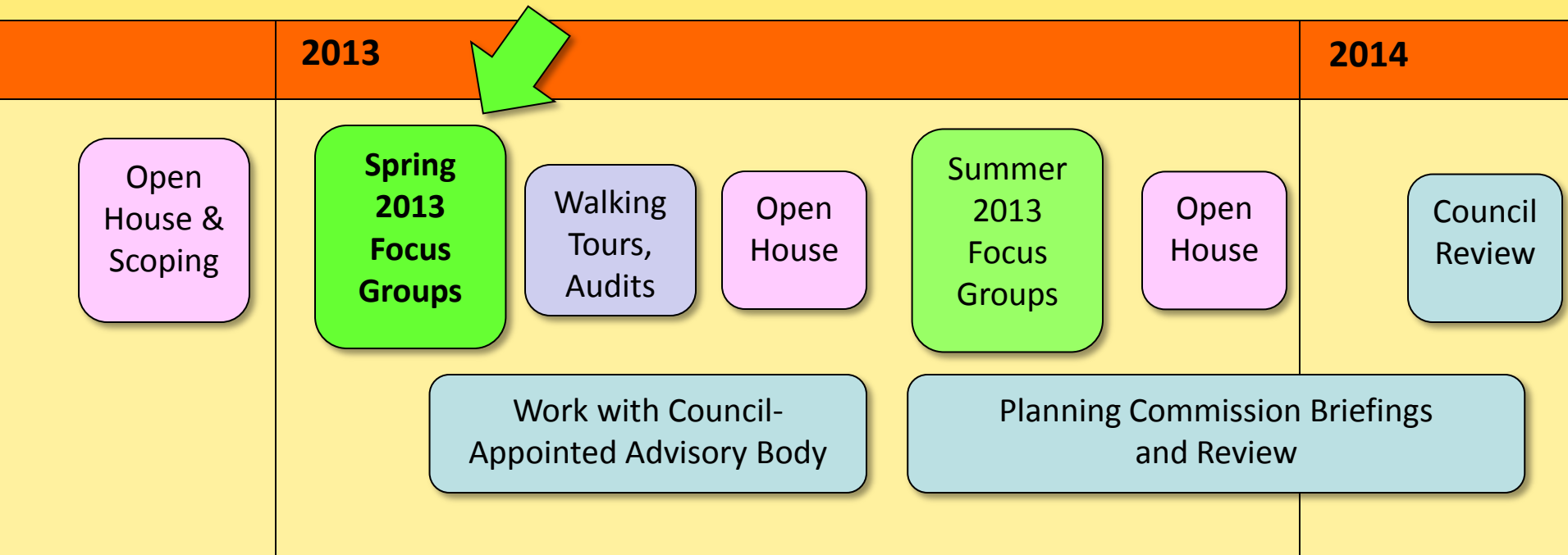
What 2030 Might Look Like



Subarea Plan & Charrette Concepts



Major Public Engagement Events



Themes from 11/29 Open House

- More green space/open space
- Walkability/finer pedestrian scale
- Outdoor uses/dining
- Making Downtown more bike-friendly
- Integration/access to transit
- More informality at street level
- Added texture, surprises
- Noise/nuisance control
- Sustainability/energy efficiency
- City investment (parking garage, community center)



Small Group Discussions

**Staff Facilitator
and Note-taker**



*Goal is to hear and capture
input from the participants.*

**6-8 Participants
Per Group**

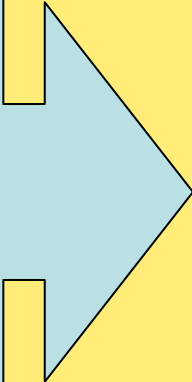


*Each group will cover same material. Try to
join a group with people you may not know.*

*Input will help set the stage for the analysis
that leads to options developed over the
Spring and Summer.*

Questions & Topics

3 Primary Questions

- In your opinion, what's working well and not working well for each of these topics?
Specific examples?
 - What should be the key considerations when analyzing each topic?
 - What suggestions do you have for change?
- 

Topical Areas

- **Amenity incentive system**
- **Building form and height**
- **Quality of built environment and design guidelines**
- **Pedestrian realm**
- **Vision for Downtown OLB District along I-405**
- **Downtown parking supply**
- **Other items** (Sustainable development, vacant sites, mechanical equipment, recycling and solid waste, vendor/food carts, permitted uses, signage)


Focus Group Handouts

FOCUS GROUP GUIDE


Downtown Livability Initiative

March 2013

City of Bellevue



- 1 Amenity Incentive System
- 2 Building Height and Form
- 3 Quality of the Built Environment
- 4 Pedestrian Realm
- 5 Vision for OLB District along I-405
- 6 Downtown Parking Supply
- 7 Other Code Update Elements



Downtown Livability Focus Groups

COMMENT CARD

March 2013

City of Bellevue



THANK YOU FOR TAKING TIME TO PROVIDE COMMENTS

Comment cards can be dropped off with City staff or scanned and emailed to downtownlivability@bellevuewa.gov through March 22, 2013. Additional focus groups will be conducted later in 2013. If you'd like to be added to the interested parties list for this project, please provide your contact information.

Name: _____ Email: _____ Phone: _____

PLEASE HELP US IN ANSWERING THE FOLLOWING QUESTIONS:

What are the top 3 things that Bellevue needs to make Downtown more livable for residents, workers, and visitors?

1. _____
2. _____
3. _____

Please see accompanying FOCUS GROUP GUIDE for project information

Amenity Incentive System

What's working well and not working well? Do you have specific examples?

What should be the key considerations when analyzing this topic?

What suggestions do you have for change?

Discussion Framework

- Facilitator will provide 2-3 minute overview of first topic
- Round-robin approach for participants to comment on any of the three questions or issues identified in Focus Group Guide
- Follow-up discussion on same topic by all participants

***** REPEAT FOR REMAINING TOPICAL AREAS *****

Meeting to conclude at the end of the small group discussion.

Questions



For More Information

- Outreach will be ongoing throughout the project
- Visit: www.bellevuewa.gov/downtown-livability.htm
- Email: downtownlivability@bellevuewa.gov





Downtown – Late 1970s

- 1,000 Residents
- 10,600 Workforce
- 2,000,000 sq ft Retail
- 1,100,000 sq ft Office
- 1 High-rise
- 0 acres Park land
- Downtown Subarea Plan and Code created



Downtown – Today

- 10,000 Residents
- 43,300 Workforce
- 4,500,000 sq ft Retail
- 8,900,000 sq ft Office
- 41 High-rises
- 25 acres Park land
- 1st major Downtown Code Update